

From: Thomas, Felicia
Sent time: 10/25/2016 02:21:30 PM
To: MacDonald, Jennifer
Cc: Chang, Lisa
Subject: FW: Interim Release, Request EPA-R10-2016-006165 [WARNING: SPF validation failed] [WARNING: SPF validation failed]
Attachments: 2016-01-11 1602 Wasserman to Murchie re WUS Digital Adds [FOIA version].pdf 2016-01-11 1602 Wasserman to Murchie re WUS Digital Adds.pdf RE: Interim Release, Request EPA-R10-2016-006165 [WARNING: SPF validation failed]

Jennifer,

This is just for your awareness. I received this email with the attached documents today. Then the "heads up" for the FOIA request was sent. The requester is scheduled to view the attachment within the email attached.

Felicia Thomas

Government Information Specialist

U.S. EPA, Region 10

1200 Sixth Ave.

OMP-212

Seattle, WA 98101

Wk #: (206) 553-0249

Email: Thomas.felicia@epa.gov

From: James Tupper [mailto:tupper@tmw-law.com]
Sent: Tuesday, October 25, 2016 9:10 AM
To: Thomas, Felicia <Thomas.Felicia@epa.gov>
Cc: Cara Vallier <vallier@tmw-law.com>
Subject: RE: Interim Release, Request EPA-R10-2016-006165 [WARNING: SPF validation failed] [WARNING: SPF validation failed]

Felicia

We are expecting to review two documents Wednesday morning. They consist of the two page attachment to an email from Larry Wasserman to Peter Murchie on January 11, 2016 at 4:02 PM. The first page consists of what appear to be ten digital images; four under the headings "Original digital concepts" and six under the heading "Updated digital ads." The second page consists of what appear four digital images with no text. These are the two last pages of the email and attachments as produced by Region 10 under FOIA.

Also attached is version of the same email obtained from another source within EPA. This version includes what appears to be the same page with ten images from the FOIA version without redaction based on "copyright." On Wednesday we will want to confirm that these are same documents and have complete access to the remaining four images and the ability to fully document the contents of those images.

James A. Tupper, Jr.

Tupper | Mack | Wells PLLC

2025 First Avenue | Suite 1100 | Seattle, WA 98121

206.493.2317 (direct) | 206.493.2310 (fax) | 206.818.1871 (cell)

tupper@tmw-law.com

www.tmw-law.com

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From: Thomas, Felicia [<mailto:Thomas.Felicia@epa.gov>]

Sent: Monday, October 24, 2016 11:39 AM

To: Cara Vallier <vallier@tmw-law.com>

Cc: James Tupper <tupper@tmw-law.com>

Subject: RE: Interim Release, Request EPA-R10-2016-006165 [WARNING: SPF validation failed] [WARNING: SPF validation failed]

Ms. Vallier,

The scheduled date for your review of the requested record responsive to your request is October 26 at 10am. A copy of the Region's guidelines for public review of Agency records is attached for your review. At the scheduled date and time of your visit, check in at the EPA Service Center on the 1st floor of the 1200 Sixth Avenue and have the receptionist contact Felicia Thomas, FOIA Coordinator who will escort you to our records viewing room. During your visit, you will be allowed to only review the record responsive to your request. You will NOT be allowed to make copies. You may not remove original records from the EPA Region 10 office.

Felicia Thomas

Government Information Specialist

U.S. EPA, Region 10

1200 Sixth Ave.

OMP-212

Seattle, WA 98101

Wk #: (206) 553-0249

Email: Thomas.felicia@epa.gov

From: Cara Vallier [<mailto:vallier@tmw-law.com>]
Sent: Monday, October 24, 2016 11:09 AM
To: Thomas, Felicia <Thomas.Felicia@epa.gov>
Cc: James Tupper <tupper@tmw-law.com>
Subject: RE: Interim Release, Request EPA-R10-2016-006165 [WARNING: SPF validation failed] [WARNING: SPF validation failed]

I can come by on Wednesday, October 26 at 10:00 a.m. Thank you!

From: Thomas, Felicia [<mailto:Thomas.Felicia@epa.gov>]
Sent: Monday, October 24, 2016 11:00 AM
To: Cara Vallier <vallier@tmw-law.com>
Cc: James Tupper <tupper@tmw-law.com>; MacDonald, Jennifer <Macdonald.Jennifer@epa.gov>; Kercheval, Stephanie <Kercheval.Stephania@epa.gov>
Subject: RE: Interim Release, Request EPA-R10-2016-006165 [WARNING: SPF validation failed] [WARNING: SPF validation failed]

Hello Ms. Vallier,

Yes I do. We can schedule a time for you to come in and view the requested document copyright blocked areas. If you would like to come in this week, Wednesday, October 26 is available between 8am – 11am or Thursday, October 27 is available between 11am -3pm. Please let me know which day and hour will work for you.

Thank you,

Felicia Thomas

Government Information Specialist

U.S. EPA, Region 10

1200 Sixth Ave.

OMP-212

Seattle, WA 98101

Wk #: (206) 553-0249

Email: Thomas.felicia@epa.gov

From: Cara Vallier [<mailto:vallier@tmw-law.com>]
Sent: Monday, October 24, 2016 10:49 AM
To: Thomas, Felicia <Thomas.Felicia@epa.gov>
Cc: James Tupper <tupper@tmw-law.com>; MacDonald, Jennifer <Macdonald.Jennifer@epa.gov>; Kercheval, Stephanie <Kercheval.Stephania@epa.gov>

Subject: RE: Interim Release, Request EPA-R10-2016-006165 [WARNING: SPF validation failed] [WARNING: SPF validation failed]

Hello – I am writing to follow up to see if you've any more information since my initial request almost two weeks ago. Thank you!

From: Thomas, Felicia [<mailto:Thomas.Felicia@epa.gov>]

Sent: Friday, October 14, 2016 1:01 PM

To: Cara Vallier <vallier@tmw-law.com>

Cc: James Tupper <tupper@tmw-law.com>; MacDonald, Jennifer <Macdonald.Jennifer@epa.gov>; Kercheval, Stephanie <Kercheval.Stephanie@epa.gov>

Subject: RE: Interim Release, Request EPA-R10-2016-006165 [WARNING: SPF validation failed]

Hello Ms. Vallier,

This is to acknowledge receipt of your email. I will get back to you as soon as possible with a response to your question in the email below.

Regards,

Felicia Thomas

Government Information Specialist

U.S. EPA, Region 10

1200 Sixth Ave.

OMP-212

Seattle, WA 98101

Wk #: (206) 553-0249

Email: Thomas.felicia@epa.gov

From: Cara Vallier [<mailto:vallier@tmw-law.com>]

Sent: Tuesday, October 11, 2016 2:54 PM

To: Thomas, Felicia <Thomas.Felicia@epa.gov>

Cc: James Tupper <tupper@tmw-law.com>

Subject: RE: Interim Release, Request EPA-R10-2016-006165 [WARNING: SPF validation failed]

Hello Ms. Thomas,

One of the documents in this collection is an email from Lisa Chang to Peter Murchie dated January 29 2016 with the subject

heading "FW: What's Upstream Digital Ads – Please read" and containing the attachments entitled "WUS-DigitalAds-Comparison.pdf; Alternate examples.pdf" (attached). These images appear as grayed out boxes with the word "copyright" on them. Could you please assist in scheduling a time for me to view this document in person, if this is what is required in order for me to be able to see them?

Thank you.

Cara

From: thomas.felicia@epa.gov [<mailto:thomas.felicia@epa.gov>]

Sent: Thursday, October 06, 2016 11:57 AM

To: Cara Vallier <vallier@tmw-law.com>

Subject: Interim Release, Request EPA-R10-2016-006165

EPA-R10-2016-006165 has been approved for an interim release.

Records were released to the public as a result of this request. You may retrieve these records immediately using the following link: [View Records](#). Over the next 2 hours, these records are also being added to FOIAonline's search pages, further enabling you to retrieve these documents associated with your FOIA request at any time.

2016-01-11 1602 Wasserman to Murchie re WUS Digital Ads [FOIA version].pdf

Dan, Lisa, Lisa and Garth,

See attached the new graphics that the Swinomish are proposing to use in different venues (I believe social media/web ads and billboards in the area). Larry wanted us to have a look to make sure there were no issues with these before they started using them.

Again not changes to their website but graphics they would use in ad buys online and on billboards.

I let Larry know that I would check internally and get back to him if we wanted to have a meeting to discuss and/or to let him know that we had no issues with these.

If we want to talk this thru I can look for a ½ hour block of time for us to meet internally or you can just respond via email on your thoughts.

Thank you,
Peter

From: Larry Wasserman [mailto:lwasserman@swinomish.nsn.us]
Sent: Monday, January 11, 2016 4:02 PM
To: Murchie, Peter <Murchie.Peter@epa.gov<mailto:Murchie.Peter@epa.gov>>
Subject: FW: WUS Digital Ads

Larry Wasserman
Environmental Policy Director
11404 Moorage Way
LaConner, WA 98257
360-466-7250

From: Jeff Reading [mailto:jeffr@strategies360.com]
Sent: Monday, January 11, 2016 3:24 PM
To: Larry Wasserman <lwasserman@swinomish.nsn.us<mailto:lwasserman@swinomish.nsn.us>>
Subject: FW: WUS Digital Ads

Hi Larry – please see the attachment and let me know if this works for you.

Thanks,
Jeff

From: Mary Mencke
Sent: Monday, January 11, 2016 3:23 PM
To: Jeff Reading
Subject: WUS Digital Ads

Digital ad sheet for Larry is attached.

Mary Mencke
Project Coordinator
Strategies 360
1505 Westlake Ave. N., Suite 1000
Seattle, WA 98109


T 206-282-1990

www.strategies360.com<<http://www.strategies360.com>>

[cid:9d2e368d-6ef9-4678-837c-6c1656af7148@strategies360.com]

Original digital ad concepts


copyright




copyright



copyright



copyright



Updated digital ads


copyright




copyright



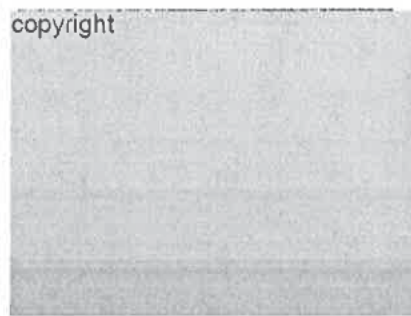
copyright




copyright



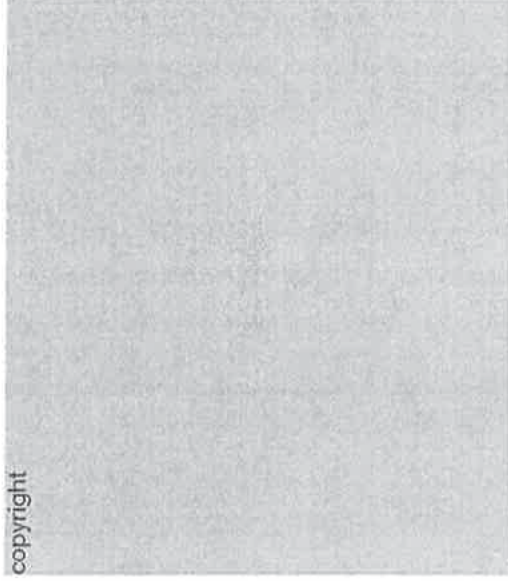
copyright



copyright



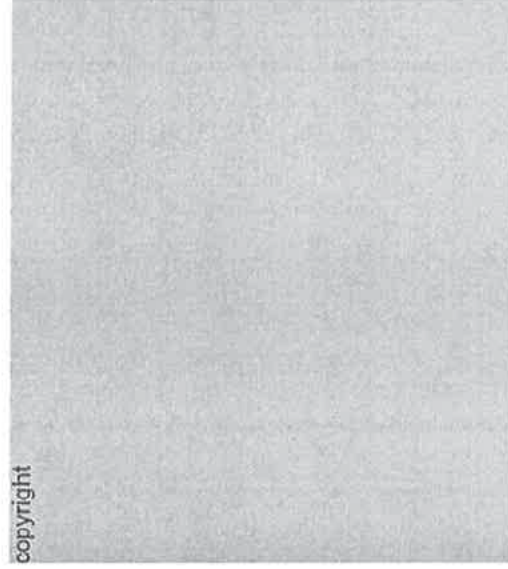
copyright



copyright



copyright



copyright



Original digital ad concepts

(b)(4) copyright



(b)(4) copyright



(b)(4) copyright



(b)(4) copyright



Updated digital ads

(b)(4) copyright



(b)(4) copyright



(b)(4) copyright



(b)(4) copyright



(b)(4) copyright



(b)(4) copyright



From: Chang, Lisa
Sent time: 10/24/2016 04:40:23 PM
To: Thomas, Felicia
Cc: MacDonald, Jennifer; Wright, Garth
Subject: RE: Interim Release, Request EPA-R10-2016-006165 [WARNING: SPF validation failed]
Attachments: chang to murchie 01-29-16 6.30am PII_Redacted.pdf

Hi Felicia,

I do have the original document and am attaching it here. I have also created a folder on the G drive, below, and have placed this document in that folder.

G:\Baker\1 PUGET SOUND TEAM\NWIFC FOIA\FOIA 6577 - TMW visit to view

We do still need to redact the PII in that document, so I kept the PII redacted. However, the images that we had redacted due to copyright, I removed the redaction marks from.

Does that help? Let me know if you have problems with this. I will be on travel to Bellingham on Tuesday and Wednesday, but you can reach me on my cell at (b) (6)

Lisa

From: Thomas, Felicia
Sent: Monday, October 24, 2016 2:36 PM
To: Chang, Lisa
Subject: FW: Interim Release, Request EPA-R10-2016-006165 [WARNING: SPF validation failed]

Hi Lisa,

Do you have the original of the attached document? The requester is scheduled to come in on Wednesday to view the copyright area and I don't see the document on the G: drive. Can you either send it to me through email or let me know where to find it?

Thank you,

Felicia Thomas

Government Information Specialist

U.S. EPA, Region 10

1200 Sixth Ave.

OMP-212

Seattle, WA 98101

Wk #: (206) 553-0249

Email: Thomas.felicia@epa.gov

From: Cara Vallier [<mailto:vallier@tmw-law.com>]
Sent: Tuesday, October 11, 2016 2:54 PM
To: Thomas, Felicia <Thomas.Felicia@epa.gov>
Cc: James Tupper <tupper@tmw-law.com>
Subject: RE: Interim Release, Request EPA-R10-2016-006165 [WARNING: SPF validation failed]

Hello Ms. Thomas,

One of the documents in this collection is an email from Lisa Chang to Peter Murchie dated January 29 2016 with the subject

heading "FW: What's Upstream Digital Ads – Please read" and containing the attachments entitled "WUS-DigitalAds-Comparison.pdf; Alternate examples.pdf" (attached). These images appear as grayed out boxes with the word "copyright" on them. Could you please assist in scheduling a time for me to view this document in person, if this is what is required in order for me to be able to see them?

Thank you.

Cara

From: thomas.felicia@epa.gov [<mailto:thomas.felicia@epa.gov>]

Sent: Thursday, October 06, 2016 11:57 AM

To: Cara Vallier <vallier@tmw-law.com>

Subject: Interim Release, Request EPA-R10-2016-006165

{

{View Records.Over the next 2 hours, these records are also being added to FOIAonline's search pages, further enabling you to retrieve these documents associated with your FOIA request at any time.

chang to murchie 01-29-16 6.30am PII_Redacted.pdf

Chang, Lisa

From: Chang, Lisa
Sent: Friday, January 29, 2016 6:30 AM
To: Murchie, Peter
Subject: FW: What's Upstream Digital Ads - Please read
Attachments: WUS-DigitalAds-Comparison.pdf; Alternate examples.pdf

Importance: High

Peter,

I saw in your note to Angela about Hot Issues a bullet on Larry Wasserman's "What's Upstream" campaign. I had significant concerns with the ads that he sent us and had a suggested alternate approach - I am not sure you saw my response to your request for all of our thoughts. Please see forwarded message below.

(b) (6)

Lisa

From: Chang, Lisa
Sent: Thursday, January 14, 2016 1:52 PM
To: Murchie, Peter; Opalski, Dan; Castanon, Lisa; Wright, Garth
Subject: Re: WUS Digital Ads

I have significant concerns with the ads. I do not think they are acceptable and I think there are alternate approaches that would achieve the same purpose of driving traffic to the website.

The website, while it did focus pointedly on aspects of agriculture that can contribute to non-point source pollution and degrade water quality, at least provided context, information, and background for the images. Even so, in its specific and critical images and messages regarding agriculture, the website approaches the limits of acceptability as something we fund under the National Estuary Program, which is supposed to rest upon a collaborative stakeholder effort (the "Management Conference") - of which agriculture is a part.

The ads, on the other hand, may cross that limit. The images and text are designed to be provocative (click bait), to convey a message in a glance, and provide no supporting context/background. While they may have the intended effect of grabbing attention, they do so at the expense of a sector of the Management Conference.

There are other approaches to grabbing attention and driving traffic to the website. The image does not have to target agriculture; it can portray suffering aquatic organisms, and the call to action/compelling message can be more generalized and less full of negative innuendo about agriculture.

To illustrate, I mocked up the attached examples.

Other thoughts?

From: Murchie, Peter
Sent: Monday, January 11, 2016 4:13 PM
To: Opalski, Dan <Opalski.Dan@epa.gov>; Chang, Lisa <Chang.Lisa@epa.gov>; Castanon, Lisa <Castanon.Lisa@epa.gov>; Wright, Garth <wright.garth@epa.gov>
Subject: FW: WUS Digital Ads

Dan, Lisa, Lisa and Garth,

See attached the new graphics that the Swinomish are proposing to use in different venues (I believe social media/web ads and billboards in the area). Larry wanted us to have a look to make sure there were no issues with these before they started using them.

Again not changes to their website but graphics they would use in ad buys online and on billboards.

I let Larry know that I would check internally and get back to him if we wanted to have a meeting to discuss and/or to let him know that we had no issues with these.

If we want to talk this thru I can look for a ½ hour block of time for us to meet internally or you can just respond via email on your thoughts.

Thank you,
Peter

From: Larry Wasserman [mailto:lwasserman@swinomish.nsn.us]
Sent: Monday, January 11, 2016 4:02 PM
To: Murchie, Peter <Murchie.Peter@epa.gov<mailto:Murchie.Peter@epa.gov>>
Subject: FW: WUS Digital Ads

Larry Wasserman
Environmental Policy Director
11404 Moorage Way
LaConner, WA 98257
360-466-7250

From: Jeff Reading [mailto:jeffr@strategies360.com]
Sent: Monday, January 11, 2016 3:24 PM
To: Larry Wasserman <lwasserman@swinomish.nsn.us<mailto:lwasserman@swinomish.nsn.us>>
Subject: FW: WUS Digital Ads

Hi Larry – please see the attachment and let me know if this works for you.

Thanks,
Jeff

From: Mary Mencke
Sent: Monday, January 11, 2016 3:23 PM
To: Jeff Reading
Subject: WUS Digital Ads

Digital ad sheet for Larry is attached.

Mary Mencke
Project Coordinator
Strategies 360
1505 Westlake Ave. N., Suite 1000
Seattle, WA 98109

T 206-282-1990

www.strategies360.com<http://www.strategies360.com>

[cid:9d2e368d-6ef9-4678-837c-6c1656af7148@strategies360.com]

Original digital ad concepts

(b)(4) copyright



(b)(4) copyright



(b)(4) copyright



(b)(4) copyright



Updated digital ads

(b)(4) copyright



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